WHEREAS, Consumers in the United States of America, in the course of making innumerable daily purchases of products and services, often experience dissatisfaction and frustration despite concerted efforts to alleviate this burden by a large segment of the business community; and,

WHEREAS, Legitimate businesses in this country, in overwhelming number, are genuinely concerned with the problems of their customers and are continually exploring new ways to provide them with more useful buying information and viable solutions to mutual problems; and,

WHEREAS, many effective agencies, organizations, and individuals both in the private sector and at various levels of government are working tirelessly to eliminate the chasm between consumer expectation and business performance:

NOW, THEREFORE, I, RICHARD, F. KNEIP, Governor of the State of South Dakota, do hereby proclaim the week beginning May 1, 1972, as

CONSUMER INFORMATION WEEK

and I direct all those concerned with improving the American marketplace and bettering relationship between buyer and seller to utilize this week to make the consumer's feelings, needs and problems known through a National Consumer Referendum and to communicate directly with business with full confidence that business will listen; demonstrate the businessman's concern for the consumer by providing increased information to buyers, effective customer service and prompt and efficient handling of complaints; and stimulate organizations and consumer assistant agencies to perform their vital role in our society with diligence, courage, imagination and in accordance with the highest standards of ethics and public service.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of South Dakota in Pierre, the Capital City, this 28th day of April in the Year of Our Lord Nineteen Hundred and Seventy-two.

Richard F. Kneip

RICHARD F. KNEIP, GOVERNOR

ATTEST:

Alma Larson

ALMA LARSON, SECRETARY OF STATE